

Don't Trifle With Indigestion—It May Lead To Chronic Dyspepsia

You once could eat anything your appetite craved, and your stomach would digest it. But now there are some foods your stomach won't digest; you are afraid to eat the things you like because of the distress that follows and therefore you submit and force yourself to eat food you have no desire for.



Dieting is Contrary to Nature's Laws

Nature intended everyone to eat good, wholesome, appetizing food—and to digest and enjoy it. Indigestion is only a complaint and very easy to correct if attended to in time, but—if neglected—it goes into chronic dyspepsia—ofttimes into even more serious disorders. The symptoms of dyspepsia are so numerous and diversified in different individuals that probably no description could exactly represent them in each case. Briefly, however, a furred tongue, foul breath, disturbance of appetite, nausea and vomiting, pains in the chest, shortness of breathing, palpitation, headache, heartburn, giddiness and general languor are common accompaniments of dyspepsia; while the nervous results are specially troublesome in the form of sleeplessness, irritability, despondency, etc.



Don't Become a Chronic Dyspeptic

Keep your stomach healthy and strong by taking Pabst Extract—The "Best Tonic." It is a predigested liquid food welcomed by the weakest stomach—a combination of choicest hops and barley malt, fortified with calcium hypophosphate and iron pyrophosphate. The system easily and thoroughly assimilates the nourishment offered in this beneficial tonic. The digestive organs are strengthened. The appetite is stimulated, causing a desire for and making possible the digestion of heavier foods, and a speedy return to health is assured. Pabst Extract is also recommended for nervousness, insomnia, overwork, anaemia, old age, motherhood and for convalescent patients.



Order a Dozen Bottles Today From Your Druggist

Delay in anything is bad, but it is positively dangerous when there is something wrong with your digestive organs. And beware of substitutes—insist upon Pabst Extract, The "Best" Tonic. Take a wineglassful before each meal and at bedtime and you will soon have a healthy, vigorous stomach and be able to eat the things you like.

Write for free booklet describing all the uses and benefits of Pabst Extract, The "Best" Tonic.

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A Portrait of Yourself by a Man Who Is Figuring When You Will Die

IT is the business of E. E. Rittenhouse of the Equitable Life Assurance Society to figure when you will die.

He keeps an eye on you all the time. Not you personally, but you as an average American.

And here is his report about you as presented to the life insurance presidents at their recent convention.

You look smooth, pink, and healthy.

You are a good liver. (He said *are*, not *have*.)

You hurry. The medium age at death of the American people is 43.

Your eyes have been strained by inside work: hence the glasses.

Your teeth look good, but they need attention.

You are seriously overstraining heart, arteries, kidneys, nerves, and digestion—as the rapidly increasing death rate shows.

You could detect and head off these troubles if you would go to a doctor for an occasional examination.

Under exertion you are short-winded, due to lack of exercise or a bad heart.

Your four hundred muscles are virtually all soft and weak from lack of use.

You are designed as an erect, outdoor animal, with feet and legs for service; but you lie down all night and sit down all day.

You never walk when you can ride.

The arches of your feet are gradually falling, because the muscles provided to hold them up have weakened from long disuse.

Your ancestors lived on a farm: the proportion of people living in cities has increased 131 per cent. in fifty years.

You feed your stomach with all sorts of "tasty junk," much of which can not be fully digested; so you develop auto-intoxication.

With every pound of fat you gain your chances of a shortened life increase.

You eat 30 per cent. more food than your grandfather did; and 374 per cent. more sugar.

You drink 19.8 gallons of liquor: he drank 6.4.

You do this in spite of the repeated warning of insurance companies that moderate drinkers die 18 per cent. faster than total abstainers; and steady drinkers 86 per cent. faster.

You spend 367 per cent. more for patent medicines and drugs than your father did; and drink 54 per cent. more coffee.

In your easy-going, optimistic way, you are cheered by the fact that the general death rate is declining. You fool yourself with the notion that this means a green old age for you.

As a matter of fact, the decrease in the death rate is due to the better care of infants.

Not only is the adult death rate not decreasing: it is alarmingly increasing.

Since 1900 the death rate from Bright's disease has increased 15 per cent.; from diseases of the heart, 27 per cent.

These are the diseases of adult life—the diseases of hurry and worry and overeating and nervous wear and tear.

This is not my picture, remember. It is painted by Mr. Rittenhouse, whose business it is to figure how much you ought to pay for life insurance, in view of the fact that you will probably die before you are fifty years old.

Mr. Rittenhouse says there is hope for you.

An annual medical examination; more exercise outdoors; less food; more dentistry; no booze; more walking and less taxicabs.

Most of all—no hurry and no worry.

Simple rules—sensible—guaranteed to put you across the fifty mark, with a good chance for sixty and maybe seventy-five.

But Mr. Rittenhouse isn't very hopeful that you will adopt them. He has been watching you quite a long while—

Sitting up in his office: figuring away: figuring out about when you will die.

Bruce Barton, Editor.



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